



HEAD OF PUBLIC FUNDRAISING

APPLICANT INFORMATION PACK





WELCOME FROM EMMA REVIE, CHIEF EXECUTIVE

The work of our foodbank network is inspiring but we face significant challenges ahead. Between 1st April 2018 and 31st March 2019, The Trussell Trust's Foodbank Network distributed 1.6 million three-day emergency food supplies to people in crisis, a 19% increase on the previous year. More than half a million of these went to children.

I want to see the end of the need for emergency food services in our country, to work with Government to ensure that our benefits system provides a genuine safety net for people and work is paid a fair wage, allowing individuals and families to thrive rather than just stave off crisis.

Although the recent Budget marked a positive step forward, there is still much more to be done and we will continue to work through the foodbank network to bring further change.

Working for The Trussell Trust means making a difference in people's lives. To continue our vital work, we rely on a team of dedicated people. Come and join one of the fastest growing charities in the UK!

Emma Revie
Chief Executive



WHAT WE DO

Our aim is to end hunger and poverty in the UK. We support a nationwide network of 1,200 food bank centres across the UK.

Together, we provide emergency food and support to people locked in poverty, and campaign for change to end the need for food banks in the UK for good.

In the UK, more than 14 million* people are living in poverty - including 4.5 million children. As a nation, we expect no one should be left hungry or destitute, and we owe it to each other to make sure the right support is in place when we need it most.

It's simply not right that we live in a society where so many people are locked in poverty.

Together, we can end hunger and poverty in the UK.

*14.2 million people in the UK population are in poverty.
The Social Metrics Commission, 2018

OUR VALUES

The Trussell Trust is committed to community built on diversity, tolerance, cooperation, and mutual respect. We want to contribute to society and demonstrate social responsibility.

Our values are important to us, and we practice them in all areas of our work - from the way our food bank centres support people in crisis, to how we interact with our own staff.

We are **passionate** about what we do and the difference it makes. We are **compassionate**, giving selflessly and putting others first. We hold ourselves **accountable**, taking responsibility for our actions and decisions, and their consequences.

We are **innovative**, with the ambition to pursue new, creative ideas. We **empower** and encourage staff, volunteers, and clients to achieve their best in a safe environment.



HOW WE WORK

Our head office is based in Salisbury in Wiltshire, with satellite offices in London and Coventry.

We also have team members based across the UK supporting food banks at a local level.

Our support for the food banks in our network is delivered through six directorates, all of which report into our Chief Executive. These are:

- Operations
- Finance & Corporate Services
- Policy, External Affairs & Research
- Strategy & Impact
- People & Culture
- Fundraising

Whatever your skills or experience, there could be a role for you at the Trussell Trust.

OUR BENEFITS

Our people are the most important thing the Trussell Trust has. Without our staff, we couldn't achieve our goals and create change.

Our staff are passionate about their work and the difference they make to the lives of others. The benefits package we offer supports our staff professionally and personally.

Benefits include **matched pension contributions** of up to 8%, **group income protection**, **payroll giving**, **flexible working**, **season ticket loans**, and **enhanced contractual leave**.

To find out more about the full range of benefits we offer, visit www.trusselltrust.org/about/jobs/employee-benefits.



THE ROLE

Directorate: Fundraising

Responsible to: Director of Fundraising

Responsible for: Events and Mass Participation Fundraising Manager, Individual Giving and Legacy Marketing Manager, Data & Insight Manager

Hours: Full-time (37.5 hours per week)

Salary: £45,000 - £50,000 per annum plus benefits

Based: Salisbury or London (with travel)



ROLE OUTLINE

Public Fundraising is a constantly changing environment and one where Trussell Trust is looking to grow its presence and impact. This role requires a dynamic self-starter who not only sees the bigger picture but can act on it and bring others along on the journey with them. The Head of Public Fundraising leads the coordinated and integrated development of our Individual Giving, Legacy, Events and Mass Participation Fundraising strategy to maximise our supporter experience and generate audience and income growth. This role strategically manages, diversifies and grows unrestricted income streams as well as developing long-term plans to promote the Trust's vision to end the need for food banks in the UK.

Responsible for developing and managing an audience-centred Public Fundraising strategy, this role will work to develop existing and launch new fundraising initiatives, through an approach that is insight-led, collaborative, and cost effective. In addition to managing the Public Fundraising team's delivery, the role is responsible for supporting the development of team members. The ideal candidate will be an active member of the Trussell Trust's wider leadership team, championing collaboration and the delivery of holistic solutions in order to grow awareness of the Trussell cause and supporter touch points with us.



THE ROLE

KEY RESPONSIBILITIES

- Lead performance and development of public fundraising teams
- Deliver a Public Fundraising strategy and best practices that align with the Trussell Trust's strategic goals, meeting agreed income targets based on long term financial forecasts
- Develop and deliver processes and practices to enhance the public fundraising team's delivery capabilities
- Work collaboratively with the wider Fundraising Leadership team to support the delivery of new revenue streams and the Trussell Trust's overarching fundraising strategy
- Provide leadership, direction, support and line management to the team, ensuring objectives and targets are met and team development is prioritised
- Promote collaborative working across the team and with other teams across The Trussell Trust
- Network with experts within and beyond the charity sector to ensure the Trussell Trust delivers an excellent customer experience and variety of events
- Play a lead role in developing digital fundraising capabilities within the fundraising team and across the wider organisation
- Be the voice of the consumer and supporter into the Trussell Trust, identifying and sharing insight, learnings and opportunities
- Support the development of an innovation culture, identifying and sharing best practice and utilising agile methodologies to develop new fundraising initiatives
- Manage the relationship with external partner agencies to ensure that the Trussell Trust is utilising its experience and achieving value for money.

Any other reasonable duties as specified by the line manager to support the work of the Trust.



PERSON SPECIFICATION

Experience	
Requirement	Measures of success
Strategic fundraising experience, with the ability to see the bigger picture and act on it	Length of service in similar role and/or at senior fundraising level and evidence of exceeding targets
Extensive experience of growing income through public fundraising activities	Evidence of what and how they have grown income and responsibility for budgets and financial planning
Experience in developing and monitoring the implementation of strategies and converting these into operational plans	Able to show evidence of turning an idea into action plans
An ability to interpret and synthesise information from multiple data sources into insight and take decisions from this insight.	Evidence of use of data to inform delivery of plans and decision making
Experience of developing integrated fundraising and communications activity	Experience of media channels including digital and social media. Clear evidence of cross functional collaboration
Experience of developing digital capabilities and utilising these to drive growth	Evidence of experience of developing and implementing digital campaigns and activities
Embraces and embodies innovation, stays on top of trends in the sector	Shows a good understanding of and enthusiasm for emerging trends and shows experience of past projects where emerging trends (e.g. tech) have been harnessed for results
Line management experience with a track record of team/ staff development	Experience in previous roles, ability and skills required to manage multi-disciplinary team
Skills and Attributes	
Requirement	Measures of success
An effective communicator, with the interpersonal skills needed to motivate and influence internally and externally	Good interpersonal skills, succinct and convincing with evidence of influencing others through communication
Numerate, comfortable with data and the ability to handle significant budgets	Able to successfully interpret project budgets and present information in accurate and accessible ways
Experience of project managing major initiatives from idea stage through to launch	Delivery of projects on time, in full and to target Coordinates well with a cross functional team throughout development, launch and review phases.
Well-organised and able to manage multiple projects simultaneously	Delivers key outputs and responds to managerial requests in a timely fashion. Has a clear idea of priorities and manages time appropriately
Knowledge and experience of innovation processes and practices	Experience of delivering new products and/or processes to market through an innovation process
Ability to deliver through others, networking, influencing and inspiring a diverse range of individuals and teams	Clear ability to work with others, motivating teams and communicating with clarity



HOW TO APPLY

If you feel you have the required passion, energy and enthusiasm to help us bring an end to poverty and hunger, then you're on your way to becoming part of something that will make a real difference to people's lives.

To apply for the role please go to www.trusselltrust.org/jobs and click on 'Apply for this job' by the role details. This will take you through to our online Applicant Tracking System (ATS). You need to complete the ATS process in one go so it may help you to prepare the following before you start:

- Current employer
- Position in organisation
- Length of notice
- Give a brief outline of the responsibilities associated with your current role (no more than 150 words)
- Explain your interest in the position and give details of any relevant experience you have (no more than 150 words)
- Then separately upload your CV and a letter outlining why you are just who we are looking for.

If you have questions about this position please call 01722 580 209 or email people@trusselltrust.org.

www.trusselltrust.org/jobs

